



WHITNEY JONES, INC.

Why Hire Fundraising Counsel To Conduct Your Campaign Survey?

A Campaign Survey is the single most important step taken in organizing a successful capital campaign. It provides an opportunity to:

- ◆ engage in in-depth, confidential interviews with key prospective donors and leaders;
- ◆ understand the donors' perspective on the organization and the project;
- ◆ uncover key perspective strengths and weaknesses of the organization and the project;
- ◆ identify key gifts and opportunities to motivate even larger gifts from those interviewed;
- ◆ establish an achievable working goal;
- ◆ identify campaign leaders who would best motivate leadership gifts.

Organizations that embark on capital campaigns almost always retain professional counsel to conduct Campaign Survey interviews because:

- ◆ those interviewed are more likely to be open and honest about their perceptions of the organization and the project with an impartial, objective interviewer;
- ◆ experienced counsel can respond to questions of those interviewed by planning a campaign in the broader context of successful capital campaigns;
- ◆ impartial counsel is more likely to hear key issues raised by those interviewed;
- ◆ counsel can use information gathered to build a successful campaign strategy based on significant, diverse experiences with fundraising;
- ◆ counsel applies consistent, time-tested methodology to interviews and to presentation of the survey report.

Since 1981, Whitney Jones, Inc. has managed numerous successful capital campaigns with combined goals in excess of \$440 million. Our experience with Campaign Surveys is:

- ◆ we predict achievable goals with consistent accuracy;
- ◆ we are able to use interviews to develop strategies which work time and again;
- ◆ we set a standard of professional excellence, which promotes stronger leadership;
- ◆ we are able to develop a campaign plan which eliminates doubts and clearly delineates the steps to a successful campaign.

In today's competitive environment, fund raising counsel adds significant value to any fund raising activity. This is especially true of the Campaign Survey and strategic planning phases where the campaign strategies are established to achieve a successful campaign effort.